



# The *WALT DISNEY* Company

Robert A. Iger  
President and Chief Executive Officer

July 25, 2007

The Honorable Edward Markey  
Chairman  
Subcommittee on Telecommunications  
Committee on Energy and Commerce  
United States House of Representatives  
Washington, D.C.

Dear Chairman Markey,

The Walt Disney Company shares your concern regarding deaths due to cigarette smoking. We discourage depictions of cigarette smoking in Disney, Touchstone and Miramax films. In particular, we expect that depictions of cigarette smoking in future Disney branded films will be non-existent.

In response to your suggestion, our Company will place an anti-smoking PSA on DVD's of any future film that does depict cigarette smoking. In addition, we will work with theater owners to encourage the exhibition of an anti-smoking PSA before the theatrical exhibition of any such film. Cigarette smoking is a unique problem and this PSA effort is not a precedent for any other issue.

Sincerely yours,

A handwritten signature in black ink that reads "Robert A. Iger". The signature is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.

Robert A. Iger